



MSc International Business and Management Programme Specification

Academic Year	2020/21
Degree Awarding Body	University of Bradford
Final and interim awards at Framework for Higher Education Qualifications (FHEQ) Level 7	Degree of Master of Science Postgraduate Diploma Postgraduate Certificate
Programme accredited by	AMBA
Programme duration	12 Months (September intake) 15 Months (January intake) 24 Months Part-Time (September intake) 27 Months Part-Time (January intake)
QAA Subject benchmark statement	Master's degree in Business and Management (2015)
Date last confirmed at Faculty Board	September 2020

Please note: This programme specification has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but changes may occur given the interval between publishing and commencement of teaching. Any change which impacts the terms and conditions of an applicant's offer will be communicated to them. Upon commencement of the programme, students will receive further detail about their course and any minor changes will be discussed and/or communicated at this point.

Introduction

In accordance with the University's mission 'Making Knowledge Work', the School of Management aims to provide programmes that educate students as a manager and business specialist, and thus improve the quality of management as a profession.

The Master's in International Business and Management is aligned with the expertise within the International Business Marketing and Branding Research Centre and is designed to provide students with the necessary knowledge and skills in business and management as well as to reflect best practice and innovative thinking and research in international business to enhance their utility and employability in this field. The programme cultivates the ethos of an engaging and inclusive learning community that is responsive to different learning styles and allows each student to develop to their full potential.

The Master's in International Business and Management is grounded in the main concepts and theories that focus on key elements of contemporary international business and views from a strategic perspective. The programme is supported by experienced academics associated with the International Business Marketing and Branding Research Centre. Members of this research centre have a reputation in the field and provide significant insights into key areas of international management. The aim is to produce fully rounded managers by combining international business and management with a detailed treatment of other subjects concerned with the management of organisations. Throughout this

programme, students will have opportunities to develop research and analytical skills, real-life problem-solving capacities, and the personal and interpersonal skills needed to succeed prepare individuals for employment. This programme will appeal to those who wish to adopt a multidisciplinary approach to their studies and have an international orientation towards business and management.

Further, there are many opportunities to take part in exciting extra-curricular activities. The Faculty's own Career Booster professional development programme will offer opportunities to advance intellectual and employability skills (e.g. critical thinking, communication, team work, problem solving). The School of Management is a very dynamic with a diverse and active Faculty and wider University. It arranges numerous events and opportunities each semester beyond the taught modules to engage with not only academic but also policy and practitioner events and issues. These include invited speakers, seminars, workshops, activities and conferences, both off and on-campus. Please note that such off-campus learning activities may involve an extra cost to the student.

The programme is commensurate with the UK QAA Benchmark for a Type 2 (Career Entry) Master's Degree in Business and Management and is suitable for students from a wide range of backgrounds with first degrees in any subject from an approved university, or an acceptable professional qualification. Structured in three distinct stages (see below for further details) the programme represents 1800 hours of study or 180 UK credits, necessary for the award of a Master's degree.

On graduation from this programme students will have developed a portfolio of work that demonstrates competence and employability and will thus be well-placed to access a range of career opportunities in international business and management. Therefore, graduates from this programme will be able to contribute to business and society as a whole whilst applying the highest professional standards and will be capable of identifying their own professional development requirements. Equipped with the skills, knowledge and critical faculties required to operate and thrive in the contemporary business environment, these graduates will be ideally placed to pursue a career in a wide range of international business environments.

Programme Aims

The programme is intended to:

- Develop management professionals with a sound theoretical understanding of organisational activities, the interrelationships that exist between them and the complexities that arise in the international management of these.
- Develop students' competence in a range of analytical and personal skills necessary to enable them to make an effective and immediate contribution to the performance of an organisation in a range of functional areas.
- Develop a critical awareness of the current issues affecting the multinational/international context and the knowledge, skills and expertise to assist organisations in achieving a sustainable business future.
- Help those with knowledge and expertise in other disciplines to make the transition to the business and management world and assist them in developing their existing skills and knowledge within the business and management context.

- Provide the knowledge and skills to assist students to take an active role in their future development as professional managers in a dynamic and changing global environment and to contribute effectively to their chosen profession.

Admission Requirements and Student Journey

We take into consideration a number of factors when assessing your application. It's not just about your grades; we take the time to understand your personal circumstances and make decisions based on your potential to thrive at university and beyond.

Candidates for the MSc International Business and Management will normally have a first Bachelor's/Honours degree or its equivalent in any discipline from an approved higher education institution, with 2:2 classification or above or its equivalent.

Language Competency

As the programme is taught in English, all applicants are required to have GCSE Grade 4 (old grade C) or above in English Language.

International students should have minimum IELTS 6.5 or above, or 94 in the internet-based TOEFL. Exceptionally, holders of a UK degree awarded within 2 years prior to entry to the Bradford programme may be exempt from these English test requirements.

Recognition of Prior Learning

Applications are welcome from students with non-standard qualifications or mature students (those over 25 years of age on entry) with significant relevant experience.

Equivalent professional qualifications will also be eligible if supported with appropriate practical experience in business and management. Further guidance for international students can be found at www.brad.ac.uk/international/country.

If applicants have prior certificated learning or professional experience which may be equivalent to parts of this programme, the University has procedures to evaluate and recognise this learning in order to provide applicants with exemptions from specified modules or parts of the programme.

Intakes Available

This programme runs both full-time and part-time with intakes in the Autumn (September, Semester 1) and Spring (January, Semester 2):

September Full-time Intake	January Full-time Intake
Semester 1 Modules	-
Winter Holiday Period	-
Semester 2 Modules & Dissertation Preparation	Semester 2 Modules
Summer Holiday Period & Dissertation	Summer Holiday Period
Dissertation Submission (September)	Semester 1 Modules & Dissertation Preparation
-	Dissertation
-	Dissertation Submission (March)

Students may register on a part-time route beginning in Autumn or Spring, studying up to 120 credits a year. Part-time students are able to join with programme activities of interest

to them, and to discuss their learning trajectory with the academic programme team at key points, and when requested. Students that undertake the part-time route will commence the Dissertation prep and submit the dissertation in the second year of study.

Programme Learning Outcomes

To be eligible for the award of **Postgraduate Certificate** at FHEQ level 7, students will be able to:

1. Explain the context in which organisations conduct their business and how the business environment influences strategic and operational decision making in a national and international context.
2. Describe in detail the functional activities of a business and the difficulties and management complexities that arise because of the interrelationships that exist between them.
3. Effectively communicate complex ideas clearly, both orally and in writing to a broad range of recipients.

Additionally, to be eligible for the award of **Postgraduate Diploma** at FHEQ level 7, students will be able to:

4. Critically discuss and evaluate the key issues in cross-border organisations and how this impacts the international business environment and the management of strategy and expectations in the constituent countries.
5. Synthesise and critically appraise emerging information and knowledge using quantitative and qualitative techniques to generate creative solutions to a range of business problems.
6. Develop solutions to complex business problems through the application of appropriate theoretical models, frameworks and decision support techniques.
7. Develop original solutions to complex problems, and to work cooperatively with others providing ethical leadership in effecting change.
8. Develop the knowledge and skills required to practice as a professional manager through critical self-awareness and reflective practice skills.

Additionally, to be eligible for the award of **Degree of Master** at FHEQ level 7, students will be able to:

9. Design, conduct and manage research into a range of business and management issues/activities to inform the development of business strategies.

Learning and Teaching Strategy

Generally, this programme aims at integrating applied and theoretical knowledge with assessment processes that test both knowledge of the discipline and understanding of its application and limitations. The learning and teaching strategy put significant emphasis on the development of analytical, practical and interpersonal skills. Throughout the programme, students will be actively engaged in a diverse range of learning activities designed to develop your capacities for thoughtful analysis and reflective practice online

and face to face. Teaching on the programme will take different formats and will be directed, supported and reinforced through a combination of online lectures, tutorial, face to face on campus, , small group seminars, group task and discussions, simulations, personal research and guided self-study, and directed reading. Sessions may be delivered weekly or in blocks. Small group sessions will use case studies and simulations with formative feedback given in class. Students will be guided to suitable primary and secondary data sources and be required to conduct research and presentation exercises. These activities will all be further supported by the use of a virtual learning environment.

In addition to learning within modules, personal academic tutors will support individual academic development, by helping in analysing learning needs, developing appropriate learning strategies that enable students to reflect on their own progress. Building many and varied opportunities to engage with and learn from each other into the programme is integral to fostering an inclusive learning environment. University wide there is support available for students for academic skills, information literacy and programming language learning.

Assessment Strategy

The assessment strategy for this programme is based on principles of constructive alignment, diversity and inclusion. It employs a well-developed range of formative and summative assessments tasks which are designed to help students to develop and demonstrate knowledge and understanding as well as a skill set in accordance with the learning outcomes for the programme overall and for specific modules. Our overall strategy aims to develop ability to succeed in a global context, and to assist individuals to take effective roles within them in a balanced and diverse range of assessment tasks.

The formative assessment strategy includes monitoring student's learning throughout each semester, using a range of class and seminar activities, personal tutors, project supervision and a variety of coursework, including essays, reflective notes, literature reviews, oral or audio-visual presentations, and group and individual tasks for which formative feedback is given.

The programme is summatively assessed by a mixture of assessed coursework, case studies, group projects and multimedia presentations. Assessment is integrated with learning and teaching to support and demonstrate achievement of the learning outcomes for individual modules and the programme as a whole.

Learning outcomes 1, 2, 3 are focused on knowledge of international business and management. They are assessed by a mixture of individual pieces of coursework and group work, including [multimedia] presentations.

Learning outcomes 4, 5 and 6 are focused on subject specific skills aimed to equip students with the practical ability to contribute in their chosen profession. They are assessed by a mixture of individual pieces of coursework and group work, including [multimedia] presentations.

Learning Outcomes 7, 8 and 9 are focused on the transferable skills that are so important to employability, such as communication, practical creativity and self-awareness. They are assessed by a mixture of individual coursework, group coursework, individual and group presentations (including multi-media), and individual coursework.

The dissertation is a capstone module assessing all learning outcomes. The dissertation involves carrying out an extended piece of written work involving an original and in-depth investigation of a programme-specific issue.

Curriculum

The Master's degree in International Business and Management is built on a foundation of general management and International Business modules. Students will take the following compulsory taught modules plus the Dissertation:

- Strategic Management (autumn)
- Marketing Planning and Strategy (autumn)
- Operations Management (autumn)
- Business Economics (autumn)
- Globalization and Contemporary Issues in International Business (Spring)
- Principles and Practices of International Business (Spring)
- Cross-Cultural Management (Spring)

This programme also provides the opportunity for granular personalised learning and specialism where students can take one option in the Spring (Semester 2) and/or attend the International Master's Summer School.

The curriculum may change, subject to the University's programme approval, monitoring and review procedures.

Taught Component

Module Code	Module Title	Type	Credit	FHEQ Level	Study Period
SIB7501-B	Strategic Management	Core	20	7	Semester 1
MAR7501-B	Marketing Planning & Strategy	Core	20	7	Semester 1
OIM7503-A	Operations Management	Core	10	7	Semester 1
AFE7504-A	Business Economics	Core	10	7	Semester 1
SIB7503-B	Globalisation and Contemporary Issues in International Business	Core	20	7	Semester 2
SIB7502-B	Principles and Practices International Business	Core	20	7	Semester 2
SIB7504-A	Cross Cultural Management	Core	10	7	Semester 2
AFE7508-A	International Finance	Option	10	7	Semester 2
AFE7509-A	Corporate Financial Management	Option	10	7	Semester 2
EAE7501-A	Entrepreneurship and Innovation	Option	10	7	Semester 2
MAR7512-A	Digital Business and Marketing Strategy Simulation	Option	10	7	Semester 2
SIB7505-A	Corporate Social Responsibility	Option	10	7	Semester 2
SIB7507-Z	International Master's Summer School attendance non-credit	Option	0	7	Semester 3
SIB7506-A	International Master's Summer School	Option	10	7	Semester 3

Research Component

The final stage involves the completion of the Dissertation which is an extended piece of written work involving an original and in-depth investigation of a programme-specific issue. The Dissertation module stands for 60 credits and also includes a block of taught teaching on research methods. Research methods will provide students with the necessary training to enable a systematic understanding of elements such as research contribution, research design, data collection and quantitative analysis methods, which will assist them in completing their own individual research project.

Students entering the programme full-time in September are due to submit their dissertation after 12 months in September. Students entering the programme full-time in January are due to submit their dissertation after 15 months in March. See admission requirements for more details.

Module Code	Module Title	Type	Credit	FHEQ Level	Study Period
MAL7501-E	Dissertation	Core	60	7	Dependent on route

Study Abroad Opportunities

Students are welcome to explore available opportunities for a Study Abroad Semester that may be viable for them via our International Opportunities team.

A Study Abroad Semester can be available **ONLY** if the modules offered by the host institution allow the student to meet the learning outcomes of the Bradford Programme during Semester 1 **OR** Semester 2.

Any student wishing to study abroad for a semester should first contact the International Opportunities Team to explore the opportunities and funding in place and, secondly, the Faculty Exchange Coordinator to check if the available options and relevant modules are in line with the University requirements. Following these checks, the International Opportunities Team and the Faculty Exchange Coordinator will liaise with the relevant Programme Leader to validate the modules and the semester exchange.

The semester exchange requires students to study only modules suitable to the Bradford programme when abroad. Therefore, all modules selected for the exchange will have to be mapped to the Bradford programme learning outcomes and be approved by the Programme Leader and the Director of Studies in Bradford in advance of the exchange. During the exchange, if the student needs to change the modules, this can only be done after approval of the Programme Leader and Director of Programmes.

If the student fails a module abroad, the student must:

- a) inform immediately the International Opportunities Team and the Faculty Exchange Coordinator
- b) explore the possibility of re-taking any exams at the host institution.

During the exchange, students will have support from the relevant University services. All credit successfully obtained whilst on study abroad semester will count towards the student's final degree. Our International Opportunities team can advise students about the available funding to support their study or work experience abroad.

The list of exchange partners and network of Universities available for Study Abroad Semester, as well as further information about international opportunities can be found online at www.bradford.ac.uk/exchanges/current-students.

Please note: Some institutions are only available to undergraduate or postgraduate students. Any potential exchange is dependent on student eligibility, student finance, and the appropriate modules required to fulfil the requirements of the programme being available at either institution.

Assessment Regulations

This Programme conforms to the standard University Postgraduate Assessment Regulations which are available at the link <https://www.bradford.ac.uk/regulations/>.

However, there is one exception to these regulations: On completion of the taught element of the programme and at the Interim Exam Board, a student who has 50 credits or more requiring supplementary assessment will not be permitted to proceed to the dissertation stage of the programme. The decision to allow progression will only be reconsidered at the Supplementary Exam Board.

Achievable Awards

Students will be eligible to exit with the award of **Postgraduate Certificate** if they have successfully completed 60 credits and achieved the award learning outcomes.

Students will be eligible to exit with the award of **Postgraduate Diploma** if they have successfully completed at least 120 credits and achieved the award learning outcomes.

Students will be eligible for the award of **Degree of Master of Science** if they have successfully completed at least 180 credits and achieved the award learning outcomes.

Minor Modification Schedule

Version Number	Brief description of Modification	Date of Approval
1	Specification reformatted and made accessible	December 2020
2	January intake details confirmed	January 2021